

Virtual Cluster Meeting

„Expanding in the US-Market – Challenges & Opportunities Now“

Wednesday, 12th of May 2021, 3:30–4:40 p.m. (CEST)
Online via Zoom

Why is now the right time to invest in the US especially for medium-sized companies planning to operate more internationally in the future? Where are new opportunities and what are the most obvious challenges? Join our live discussion with our cluster partners in Williamsburg, Virginia and learn more about the profound changes for the economy and international trade we will have with travel restrictions going away and a political shift back to international agreements. In addition, there are some significant demographic megatrends that affect the American Mittelstand and create additional opportunity. Expanding into the United States of America is looking more attractive now than ever!

Agenda:

- 3:30 p.m. **Greetings and Introduction of the Cluster Relationship with Greater Williamsburg Partnership**
Matthias Streller, Cluster Director – [Sensor Technology Bavaria](#), Regensburg
- 3:35 p.m. **Why Invest in Virginia and the Williamsburg Region Now**
Von Gilbreath of the [Greater Williamsburg Partnership](#), Williamsburg
- 3:40 p.m. **The V-Shaped US-Recovery – Most Common Mistakes Expanding**
Benedikt Ibing, [Pegasus Partners](#), Atlanta
- 3:45 p.m. **Manufacturing through the Pandemic and Beyond, View from a US SME**
Ole Rygh, [Ryson International, Inc.](#), Williamsburg
- 3:55 p.m. **View on the US Market from the Perspective of a German SME**
Beate Jungwirth, Christian Jahn, [Light Avenue GmbH](#), Etterzhausen
- 4:05 p.m. **Sensors All the Way to Mars – What the Future Holds for the US Market**
Steve Pennington, [Sigma-Netics](#), Yorktown, VA
- 4:15 p.m. **Panel Discussion Based on Guiding Questions**
Moderated by: Benedikt Ibing
For questions on vocational training: Dr. Susan English, Thomas Nelson
Regarding trade and logistics: Aaron Ouellette, [Port of Virginia](#)
Investing in Virginia: Antje Abshoff, [VEDP](#)
- 4:35 p.m. **Summary and Goodbye**
Matthias Streller

Participation in the entire event is free of charge. For organizational reasons we would appreciate your [registration](#) by Monday, 10th of May 2021.